



ARIZONA HUMAN TRAFFICKING COUNCIL OUTREACH AND AWARENESS COMMITTEE MINUTES

August 18, 2014
2:00 PM
1700 West Washington Street, Suite 230
Phoenix, Arizona 85007

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on August 18, 2014 at 2:00 p.m. at the Governor's Office for Children, Youth and Families, 1700 W. Washington, Suite 230, Phoenix, Arizona 85021. Notice having been duly given. Present and absent were the following members of the Committee.

Outreach and Awareness Committee Members Present

Michael Derfus	Chuck Fitzgerald
Debbie Johnson	Sarah Suggs

Guests

April Jones	Lindsay Scornavacco
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Staff Present

Tammy B. Paz-Combs
John Raeder
Leah Meyers

A. CALL TO ORDER

The meeting was called to order at 2:30 p.m.

B. APPROVAL OF MINUTES

Debbie Johnson moved to accept the minutes from the July 27, 2014 committee meeting. Sarah Suggs seconded the motion. Motion passed.

C. PRESENTATION – BLUE CAMPAIGN

Via phone, Rachel Winkler from the U.S. Department of Homeland Security (DHS) provided an overview of the Blue Campaign. The campaign was developed in 2009 in an effort to have federal agencies have a unified voice on the issue of human trafficking as well as to pull resources together and leverage different perspectives.

The resources available through the Blue Campaign include PSAs/videos, posters, indicator cards, pamphlets, fact sheets, shoe cards and tear cards. The majority of these items with the exception the

PSAs/videos could be co-branded with the Council's logo. The DHS would provide the materials with the co-branding and the Council would be responsible for the cost of printing and distribution.

The Governor's Office for Children, Youth and Families would need to enter into a Memorandum of Understanding with the DHS, a draft of which Ms. Tammy Paz-Combs has received a copy of and will be asking the Governor's legal counsel to review.

Ms. Winkler indicated that she could but staff in contact with someone from the local ICE office if there was an interest to speak to someone in person or request a presentation on the campaign.

Ms. Winkler stated that Arizona would be the first state that the DHS would have a MOU in place with to utilize the Blue Campaign. Other entities that are currently using the campaign include the New Jersey Transit, the New York Transit and the City of Phoenix is in the process of entering into a MOU.

D. WEBSITE DEVELOPMENT UPDATE

Ms. Paz-Combs presented an updated template of the website for the Arizona Human Trafficking Council. The website now contains draft content in the What's Human Trafficking and Resource Tabs which was reviewed by members. Members discussed the content and provided input and suggestions to staff. It was determined that staff would continue to develop the website's content and present again at the next committee meeting.

E. NEXT MEETING

Members agreed to use the Doodle website again to determine the next meeting date.

F. CALL TO THE PUBLIC

Public member April Jones asked the committee to consider using the public service announcements developed by the City of Phoenix and the Attorney General's Office as part of their outreach and awareness efforts.

G. ADJOURNEMENT

The meeting was adjourned the meeting at 3:21 p.m.